



think
fan
engagement

brand guidelines

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Think Fan Engagement works with clubs & other rights, brands and other organisations who **seek to understand fans and the relationships they have with their clubs**, focusing initially (but not exclusively) on football and strongly advocating a culture of listening.

They **produce and publish their own insights**, including podcasts, articles, studies and policy papers, so the brand must remain **professional and clean**.

They prefer **high contrast, elegant, and clean visuals**, based on a minimalist black and white palette.



Think Fan Engagement logo must be used in the correct format in the right position. Different versions of the logo have been developed for both a white and a dark background.

primary logo





An additional **Think Fan Engagement** logo has been created for black & white documents.

The logo and brand is still recognisable by the **tfe** icon.

black & white logo



The grey area indicates the space which should be left clear around the Think Fan Engagement logo.

The white area must be free of all other graphical and visual elements.

The minimum required clear space is defined by the value 'e' illustrated on the diagram.



Think Fan Engagement sub marks include:
Fan Engagement Index & Fan Engagement Podcast these have
their own sub logos so the readers can easily identify which media
they are looking at.

sub logos

The logo consists of the lowercase letters 'tfe' in a bold, sans-serif font. The 't' and 'f' are white, and the 'e' is yellow.

fan engagement index

The logo consists of the lowercase letters 'tfe' in a bold, sans-serif font. The 't' and 'f' are white, and the 'e' is yellow.

fan engagement pod

The logo consists of the lowercase letters 'tfe' in a bold, sans-serif font. The 't' and 'f' are black, and the 'e' is yellow.

fan engagement index

The logo consists of the lowercase letters 'tfe' in a bold, sans-serif font. The 't' and 'f' are black, and the 'e' is yellow.

fan engagement pod

Icons for **Think Fan Engagement**, icons can be used on images, as page sign off or stand alone audience engagement tools

Graphic elements are used to tie in pages together - these can be pages with full images or a copy heavy document.

icons



graphic elements



Think Fan Engagement uses the iconic font 'Helvetica' as the hero font. Since 'Helvetica' is the only font used, bold and regular type faces have been used to create an incredibly versatile brand.

Additionally using just one type face the brand is easy to recognise and the materials are easy to produce on any platform.

headline

Helvetica Bold is the primary font used for any published material from **The Fan Engagement Think Tank**.

The colour yellow can be used for the title on a black and white image to give the title more impact.

Only in caps. Leading 100pt.

**Helvetica
Bold
ABCDEFGG**

**Helvetica
Bold
ABCDEFGG**

**Helvetica
Bold
ABCDEFGG**

sub header & pull out quotes

Helvetica Bold with yellow highlight should be only used for sub header. Pull out quotes can be used in either yellow highlight or black highlight. The font should be used in upper and lower case.

Helvetica Bold
abcdefg
ABCDEFGG

Helvetica Bold
abcdefg
ABCDEFGG

body copy

Helvetica Regular should be used for body copy. The font should be used in upper and lower case, never all in caps.

Helvetica Regular
abcdefg
ABCDEFGG

we love to **share & collaborate**, we created the Fan Engagement Index to **measure**, and the Fan Engagement Pod to **showcase** what works in **Fan Engagement**.

There are 3 primary colours which form the basis of **Think Fan Engagement** brand. These are the main colours which should be used for the main headlines, sub-headers and background colours.

primary colours

black

Pantone

CMYK 0 / 0 / 0 / 100

RGB 0 / 0 / 0

yellow

Pantone 143c

CMYK 0 / 27 / 85 / 0

RGB 254 / 191 / 64

white

Pantone

CMYK 0 / 0 / 0 / 0

RGB 255 / 255 / 255

